

Episode 205 - Skyler Irvine

Founder/CEO of RenzlerMedia

Show Notes & Action Guide



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Niche, Please!: Narrowing Your Social Media Scope

Guest: Skyler Irvine - Is the founder and CEO of Renzler Media, a digital production company that helps entrepreneurs and small businesses use social media to get their voice out there and share unique stories that support their brands. He believes that everyone's path to success is unique and based on distinctive ideas and interests. That's why Skyler's One Big Tip for standing out from the competition is all about niching down when it comes to your social media presence.



What's the One Big Tip?

Skyler's One Big Tip is that social media is all about building trust with your audience, and the key to that is niching down your presence

Action Guide

The amount of social media platforms to choose from these days is overwhelming. How can you possibly tackle them all successfully? Skyler is here to tell listeners some good news: You don't have to tackle them all! In fact, it's better to narrow down your scope instead.

When you niche down your social media presence and master the platform that best suits your target audience, you'll build lasting trust with clients and watch your sales grow. Tyler breaks it all down in this episode, from the importance of finding your niche to tips for getting started.

Take Away Points

1. **Social Media Presence** - Skyler gives us a look at his background. He always had a passion for marketing, investing, and how businesses succeed over time. He has experience working with social media, and how it led him to found Renzler. Social media is always changing, but at the core, mastering it is about getting people's attention and connecting with them. Skyler helps companies that struggle with marketing, social media today because it's a lot of talking about themselves and they don't want to do those things. So, what he does is that he creates opportunities to help those people share their stories, without them feeling uncomfortable, or having to self-promote. Because when you're passionate about what you do, the confidence and the passion are obvious.
2. **Niche Down** - Skyler explains the importance of niching down on your social media presence. When starting a business, start by asking yourself who your target audience is and what social media platform they spend their time on. He says that when it comes to our own digital marketing and own business, you try to be everything to everyone. It's just the only surefire way not to be anything to anyone, you're just not gonna be able to succeed. It's hard to remember the person who does it all versus the person who's an expert at that one thing. When it comes to your own content, it's the same thing, new technology is always going to come to a point where you're focused on one thing, you see something shiny over there and you're distracted and you go and do that. If you're very confident in the type of content you create.



3. **Trust is a Key** - Not quite sold on the power of niching? Skyler says the proof always lies in the results. The important thing is to stop wasting time trying to turn a “no” into a “yes.” He says one huge benefit of niching down is building trust with your clients. The content that you're currently making doesn't fit in that platform and it makes it easier for you to just say that this is my media and content niche. Skyler works with clients to give these people the confidence of knowing that what they're doing is the right thing, and stop being distracted by the other things because it's already hard enough to succeed, you don't need to put additional obstacles in front of yourself, having the narrow focus to stick with something, because it's gonna get hard. Skyler advises the business owners that you're going to get to a point where maybe things are going well then all of a sudden upload isn't working, you've lost your file or something goes wrong. It's an easy way to start all over again. But you've got to have the confidence to push through those learning curves because they're gonna happen to everyone.

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